



1 7. The method of claim 6, wherein the remote location is an Internet web site.

2 8. The method of claim 1, wherein the viewer's terminal is one of a set top terminal, a  
3 television, a personal computer, a satellite television receiver, a wireless telephone, an electronic  
4 book reader, and a PDA device.

5 9. A terminal that receives virtual objects and video programs having virtual object  
6 locations and places the virtual objects into the video programs, comprising:  
7 a receiver that receives the virtual objects and the video programs;  
8 a memory that stores the virtual objects; and  
9 a processor that inserts the virtual objects into the virtual object locations during a  
10 display of the video programs.

11 10. The terminal of claim 9, wherein the video programs include a virtual object placement  
12 plan, the processor comprising a comparison module that compares the virtual object  
13 placement plan and the stored virtual objects to determine a specific virtual object for  
14 placement in a specific virtual object location.

15 11. The terminal of claim 10, wherein the virtual object placement plan is stored in the  
16 memory.

17 12. The terminal of claim 9, wherein the receiver receives updated virtual objects and the  
18 memory stores the updated virtual objects.

19 13. The terminal of claim 9, wherein the processor comprises a virtual objects watched  
20 module that determines virtual objects watched at the terminal, the virtual objects watched data  
21 stored in the memory.





1 26. The method of claim 22, wherein the inserting step occurs during receipt of the video  
2 program.

3 27. The method of claim 22, wherein the video program is displayed multiple times at the  
4 viewer's terminal, and wherein virtual objects inserted into the video object locations vary with  
5 one or more of the multiple displays of the video program.